



Campaign Review Report - World Land Trust.

Prepared for: Gunnebo Entrance Control

Date: Feb 2025

Introduction.

This report provides a transparent evaluation of Gunnebo Entrance Control's (GEC) "World Land Trust" campaign for compliance with its Green Claims Policy (GCP) as part of its commitment to The Anti-Greenwash Charter. Campaign reviews play a critical role in ensuring that all environmental claims are substantiated, language is accurate, and best-practice communication procedures are followed. By upholding the Charter's standards, the review process reinforces transparency, helps prevent greenwashing, and builds stakeholder trust.

Each campaign review involves a thorough examination of submitted materials, where all claims and terms are cross-referenced against the GCP and supporting evidence of practice and procedure analysed. The review concludes with one of three outcomes:

- **Compliant:** The campaign fully aligns with the GCP, demonstrating responsible governance.
- **Compliant with Recommendations:** The campaign meets GCP standards, but minor improvements are suggested to enhance future compliance.
- **Non-Compliant:** The campaign fails to meet the GCP's requirements, necessitating corrective action.

This report is not only an assessment but also an opportunity for GEC to demonstrate its ongoing commitment to transparent and credible sustainability communications.

Review Details.



Signatory: Gunnebo Entrance Control

Campaign Title: World Land Trust

Description: The campaign highlights GEC's partnership with World Land Trust (WLT) to protect biodiversity-rich habitats under threat through the Buy an Acre program. It communicates the positive impact of conservation efforts in Kenya, South Africa, and Argentina while aligning with Gunnebo's corporate sustainability strategy.

Publication Date: 14/11/2024

Campaign Links: [Instagram Post](#), [Campaign Blog](#), [LinkedIn Post](#)

Report Summary.

The “Saving Land and Species with World Land Trust” campaign aligns strongly with Gunnebo Entrance Control’s GCP, demonstrating responsible sustainability communication and governance. However, minor recommendations include providing additional substantiation for claims, implementing internal employee training, and updating the GCP’s glossary of green terms.

The overall rating is **Compliant with Recommendations.**

Language Analysis.

Campaign Materials Reviewed:

- Press Release
- Social Media Posts
- Blog Article
- Corporate Agreement (between WLT and GEC)

Green Terms Identified.

- **Biodiversity**
- **Sustainability**
- **Climate Change**
- **Habitat Protection**
- **Conservation**
- **Carbon Footprint Reduction (Not explicitly referenced but implied in corporate messaging)**

Analysis.

- Terms such as "biodiversity," "sustainability," and "climate change" align with the GCP glossary and are used correctly in campaign materials.
- The phrase "carbon footprint reduction" is implied in GEC's broader sustainability approach but should be defined more explicitly in future materials.
- No misleading terminology was identified, but "offsetting" is deliberately excluded per WLT guidelines.

Summary.

While the campaign effectively employs approved green terms, there is an opportunity to enhance the GCP glossary by incorporating terms such as "habitat protection" and "conservation finance".

Claims Analysis.

Campaign Materials Reviewed:

- Press Release
- Social Media Posts
- Blog Article
- Corporate Agreement (between WLT and GEC)

Green Claims Identified.

- ***“GEC is protecting at least 50 acres annually through WLT’s Buy an Acre program.”***
- ***“We are working to safeguard critical habitats under threat from deforestation, agriculture, and urbanisation.”***
- ***“This partnership allows us to take positive action against biodiversity loss and climate change.”***

Analysis.

Claims are well-aligned with GCP standards and are supported by evidence:

- The signed agreement with WLT confirms Gunnebo’s pledge to donate £5,000 annually.
- The Buy an Acre program’s scope and locations are clearly outlined in campaign materials.
- The press release and blog post reference scientific sources and external conservation bodies.

Some claims, such as “safeguarding critical habitats”, would benefit from further quantification (e.g., specific conservation outcomes beyond acreage).

Summary.

The campaign meets the GCP requirements, but future materials could strengthen claim substantiation by including:

- Regular updates on acres protected.
- Measurable conservation impact (e.g., species population changes, deforestation rates).

COMMUNICATION PRACTICES AND PROCEDURES:

Visual Materials.

Evaluates accuracy and transparency in visuals used in the campaign.



Evidence Provided:

- Images from WLT conservation sites
- Signed agreement confirming image sources

Analysis and Conclusion.

The campaign uses accurate and transparent visual materials that align with the GCP.

- All images used, including those of the Clarke's Weaver bird and Somuncurá Plateau, are sourced from trusted conservation partners and accurately represent the campaign's messaging.
- No evidence of image manipulation, misleading edits, or unrelated visuals was found in the campaign materials.

Rating: **Compliant**

Written Content.

Ensures editorial content meets GCP standards and is verified through review.

From: Rekha Bhandari rekha.bhandari@worldlandtrust.org
Subject: RE: World Land Trust x Gunnebo Launch Campaign
Date: 14 November 2024 at 11:01
To: Tom Bourne Tom.Bourne@gunnebo.com
Cc: Kelsey Parsons Kelsey.Parsons@Gunnebo.com, Tracey Butler Tracey.Butler@worldlandtrust.org, Gabriella Rogers Gabriella.Rogers@worldlandtrust.org



Hi Tom,

The draft looks great – thank you for sending it for review! I have added a couple of suggestions through track changes.

Do you have any dates in mind for releasing the press statement, blog, and social post?

We are happy to share Gunnebo's social post mentioning our partnership with wider WLT's network, so please make sure to tag us.

If you need anything else, feel free to reach out.

Regards,
Rekha

Evidence Provided:

- Internal emails confirming editorial review
- Press release and blog documents cross-checked against GCP standards

Analysis and Conclusion.

The campaign's blog, social media posts, and press materials have undergone a structured editorial review process.

- No misleading or exaggerated statements were identified in the materials reviewed.
- Claims align with approved sustainability language and reflect GEC's corporate commitment to conservation.

Rating: **Compliant**

Employee Training.

Verifies awareness and training for GCP implementation.

No formal training materials or records provided for employee education on GCP

Analysis and Conclusion.

GEC confirmed that relevant employees have NOT received GCP-specific training on greenwashing risks and sustainability communications.

- The absence of training increases the risk of unintentional non-compliance with best practices.
- Employee awareness of GCP terminology and claims verification should be improved to strengthen future campaign alignment.

Rating: **Non-Compliant**

Recommendation.

Implement a structured GCP training program for marketing, sustainability, and leadership teams to ensure alignment with anti-greenwashing principles.

Stakeholder Engagement.

Ensures mechanisms are in place for stakeholder feedback.

GET IN CONTACT

Seen something that worries you?

As a Certified Signatory of The Anti-Greenwash Charter, we are a trustworthy leader in sustainable communications, so we have a complaints procedure for anything that you might see as misleading. If you have any concerns about what you have read, use the form to register your concern.

First name*

Last name*

Email*

Comment*

I agree to receive other communications from Gunnebo Entrance Control.

You may unsubscribe from these communications at any time.

By submitting this form, you consent to allow Gunnebo Entrance Control to store and process the personal information submitted above to provide you the content requested.

Submit your concern

Evidence Provided:

- Webpage outlining sustainability commitments and contact details

Analysis and Conclusion.

The campaign provides a clear contact channel through GEC's sustainability webpage, allowing stakeholders to raise concerns or request transparency information.

Rating: **Compliant**

Recommendations Summary.

1. **Employee Training**

- Implement a structured GCP training program to ensure all employees involved in sustainability campaigns understand anti-greenwashing principles.
- Develop training materials tailored to communications, marketing, and leadership teams.

2. **Strengthen Claims with Quantifiable Impact Data**

- Include updates on acres protected per year.
- Provide more context on biodiversity benefits (e.g., species populations, ecosystem impact).

3. **Expand the GCP Glossary**

- Add “habitat protection” and “conservation finance” to enhance clarity in sustainability messaging.